



GBBC BLOCKCHAIN CENTRAL - UNGA

OFFICIAL PARTNER OF GLOBAL GOALS WEEK



GBBC
Global Blockchain
Business Council

16-17 September
In-Person (NYC) & Virtual

Session: “Building Trust and Transparency into Our Supply Chain”

Date: September 16, 2021

Time: 9:35am – 10:15am ET

Location: Virtual

Arrival Time: 9:20am ET (dial into the waiting room at least 15-minutes before scheduled time)

[Complete Agenda Available Here](#)

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Participants:

- Douglas Johnson-Poensgen, Founder & CEO, Circular
- Jemma Green, Co-Founder & CEO, Power Ledger
- Alan Vey, Co-Founder & CEO, Aventus Network
- Philip Abraham, COO, Dragonchain
- Jeff Townsend, Founder, Critical Minerals Association
- Moderator: Catrina Luchsinger Gaehwiler, Banking & Finance Partner, MLL Meyerlustenberger Lachenal Froriep

Panel Description:

Changes in supply chains are often driven by a focus on delivering products and services to customers in the cheapest and most efficient ways possible. As customers increasingly demand assurances as to the ethical provenance of products and services, companies are rising to the challenge. With this, we have also begun to shift away from the century's old consumption



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model of “take, make, waste” towards circular supply chains, reimagining and reinventing the lifecycle of materials in favor of more sustainable practices. Emerging technologies, such as blockchain, are enabling companies to track the lifecycle of products and utilities from inception to consumer, bringing an increased level of transparency and accountability to global supply chains.

Sample Questions:

- What are some of the current weaknesses with supply chains? Do these weaknesses leave companies open to operational and reputational risk?
- In an evolving energy marketplace, what systems can we implement to improve environmental commodity trading, energy delivery, and carbon tracking?
- How does blockchain help to address the weaknesses and challenges?
- What are some of the main barriers or challenges that companies face in trying to implement this technology? And how can these be overcome?
- Divorced from the ethical benefits of more transparent supply chains, how can corporations deploy blockchain technology to make their supply chains more agile and profitable?
- How will changing supply chains have different affects on different goods? For example, the UN states that 1.3 billion tons of food, worth about \$1 trillion is wasted each year due to spoilage.

Steps to Access Your Session:

1. **Join your session.** [Click this link](#) from your computer to join your session.

This link is for speakers only, so please do not share it with anyone.

We encourage you to test your Zoom audio and video here: <https://zoom.us/test>, and Download Zoom onto your computer: <https://zoom.us/download>

2. **Enter waiting room.** Please wait here. Approximately 5 minutes before your panel’s scheduled start time a GBBC team member will admit you into the meeting.
3. **Entering the meeting.** A GBBC team member will admit you into the Zoom meeting ~5 minutes before your session start time. Your camera and mic will be off when you join, a GBBC team member will prompt you to turn it on.



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4. **Just before your session starts.** You will be in the meeting with your fellow panelists, moderator, and a GBBC team member (or you + GBBC team member if you are moderating) to test your video and mic.
5. **Session begins.** A GBBC team member will let you know when the session will begin broadcasting.
6. **Session ends.** Please leave the Zoom meeting once your session has ended. We encourage you to attend other sessions by using the below links to access the streaming.
7. **Watch the rest of GBBC Blockchain Central UNGA:**
 - Day 1 - September 16 (7am – 12pm ET): <https://youtu.be/IOUj4KnBqdo>
 - Day 2 - September 17 (9am – 7:30pm ET): <https://youtu.be/qnmCuyqLh38>

[Event Agenda Available Here](#)